



THE UNIVERSITY OF WISCONSIN • UNIVERSITY EXTENSION

IN COOPERATION WITH THE COLLEGE OF ENGINEERING—MADISON
THE COLLEGE OF APPLIED SCIENCE AND ENGINEERING—MILWAUKEE
THE SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS

**MODERN PHOTOGRAPHIC
TECHNIQUES FOR INDUSTRY**

February 23-24, 1967

ENGINEERING INSTITUTES

The University of Wisconsin Extension
The Wisconsin Center
702 Langdon Street
Madison, Wisconsin 53706

For Program Enrollment (608) 262-1122
For Program Information (608) 262-2061
TEL:

Please enroll the following:

Name _____ Position _____

FIRST INITIAL LAST

Company _____

Address _____

ZIP

Register for Session

☐ A

☐ B

Desire book reserved
for session A ☐

The fee of \$50.00 for each enrollment should be enclosed. This will cover the cost of the course, the handout material, two noon lunches and the Thursday evening dinner. Make checks payable to *The University of Wisconsin Extension*.

SEPARATE ALONG THIS LINE

RETAIN PROGRAM INFORMATION FOR YOUR FILES

MODERN PHOTOGRAPHIC TECHNIQUES FOR INDUSTRY

February 23-24, 1967

THURSDAY, FEBRUARY 23

a.m.

8:30 *Registration—The Wisconsin Center*
702 Langdon Street
Madison, Wisconsin

SESSION A: PHOTOGRAPHIC INSTRUMENTATION METHODS

9:00 *Welcome and Opening Remarks*
John T. Quigley
Institute Director
University Extension
The University of Wisconsin
Photography Applied to Engineering Analysis
William G. Hyzer
Consulting Engineer
205 Wall Street
Janesville, Wisconsin

9:10 Define the problem to be solved (including accuracies required)

10:00 *Break*

10:20 Determine the required photographic parameters

11:10 Plan the experiment for photography

12:00 *Luncheon—Wisconsin Center Cafeteria*

p.m.

1:15 Choose the instruments and materials

2:15 *Break*

2:30 Select the lighting and exposure

4:30 *Adjournment*

5:30 *Social Hour*
Hoffman House West
702 North Midvale Boulevard
Madison, Wisconsin

6:30 *Dinner Session*
Viet Nam—Short Run or Long Walk?
Mr. Amron H. Katz
Senior Physical Scientist
The Rand Corporation
Santa Monica, California

FRIDAY, FEBRUARY 24

a.m.

9:00 *Do It Yourself Photo-Instrumentation*
Mr. Ernest R. Dunaway
Staff Assistant
Sandia Corporation
Sandia Base, New Mexico

10:00 *Break*

10:20 *Properties of Photographic Films for Instrumentation Applications*
Mr. J. H. Altman
Research Associate
Eastman Kodak Company
Rochester, New York

11:10 *Photo-Optical Data Reduction and Analysis*
Mr. Eddie H. Yung
Supervisory Physicist
General Electric Company
Valley Forge, Pennsylvania

12:00 *Luncheon—Wisconsin Center Cafeteria*

p.m.

1:00 *Applications of Fraunhofer and Fresnel Hologram Systems*
Mr. William Zinky
Technical Representative
Technical Operations Research
Burlington, Massachusetts

2:30 *Panel Discussion*

3:30 *Final Adjournment*

THURSDAY, FEBRUARY 23

a.m.

8:30 *Registration—The Wisconsin Center*
702 Langdon Street
Madison, Wisconsin

SESSION B: PHOTOGRAPHIC PRODUCTION METHODS

PART I: General Industrial Photographics

a.m.

9:00 *Welcome and Opening Remarks*
Rolf G. Schuenzel
Institute Director
Department of Engineering
The University of Wisconsin
Madison, Wisconsin

9:10 *Keynote*
John J. Michnovicz
Supervisor
Sandia Corporation
Albuquerque, New Mexico

9:30 *Electronic Flash Techniques*
Edward R. Farber
Photographic Consultant
Delafield, Wisconsin

10:00 *Refreshment Break*

10:20 *In-Hospital Medical Photography*
George Spuda
Chief, Medical Illustration Department
Veterans Administration Center
Wood, Wisconsin

11:00 *Special Techniques in Still Photography*
John J. Michnovicz

12:00 *Luncheon—The Wisconsin Center Cafeteria*

PART II: Motion Picture Techniques

p.m.

1:15 *Camera Selection and Lens Testing*
Jack Behrend
President
Behrend's Incorporated
Chicago, Illinois

2:30 *Refreshment Break*

2:45 *Basics of Cinematography and Lighting Techniques*
Gus Papajohn
Senior Photographer
Allstate Insurance Company
Skokie, Illinois

3:15 *Demonstration*
An actual scene setup will be staged and "photographed" with synchronous sound.

4:45 *Adjournment*

5:30 *Social Hour*
Hoffman House West
702 North Midvale Boulevard
Madison, Wisconsin

6:30 *Dinner Session*
Hoffman House West
Mr. Amron H. Katz

FRIDAY, FEBRUARY 24

PART III: Photographic Materials

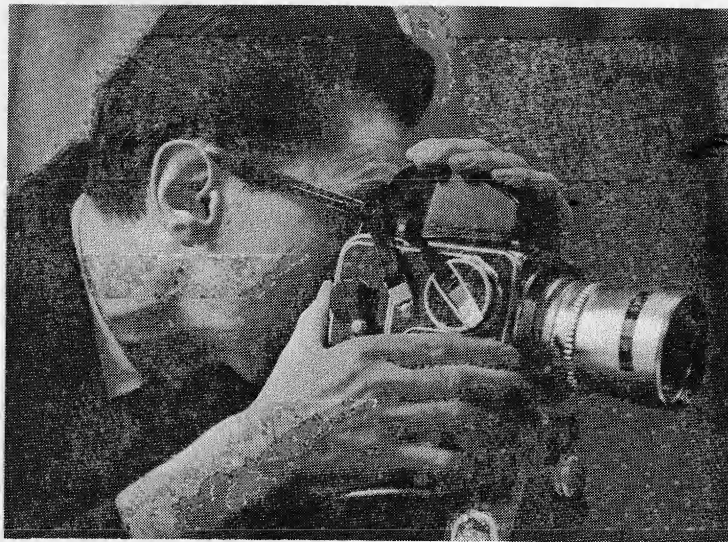
a.m.

9:00 *New Materials for Motion Picture Production*
Robert McMurtrie
Customer Service Representative
Eastman Kodak Company
Rochester, New York

10:30 *Refreshment Break*

10:50 *Photographic Systems for Still Photography*
Bruce McBride
Professional Technical Sales Representative
Eastman Kodak Company
Oak Brook, Illinois

12:00 *Luncheon—The Wisconsin Center Cafeteria*



PART IV: Motion Picture Production

p.m.

- 1:00** *How to Make a Proposal*
Jack Tiffany
Instructor
Photographic Laboratory
The University of Wisconsin
Madison, Wisconsin
- 1:30** *The Low Budget Motion Picture*
Walter J. Meives
Associate Professor
Photographic Laboratory
The University of Wisconsin
Madison, Wisconsin
- 2:00** *The Laboratory and You*
Allen F. Hilliard
Technical Information Director
Geo. Colburn Laboratory, Inc.
Chicago, Illinois
- 2:30** *Break*
- 2:45** *Panel Discussion*
- 3:40** *Presentation of Certificates*
- 3:45** *Final Adjournment*

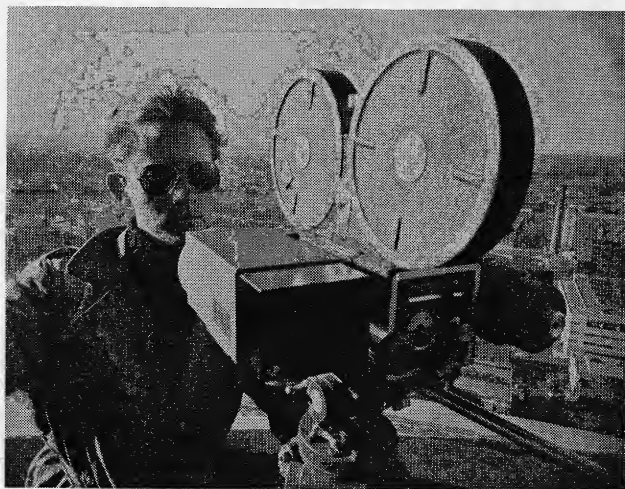
INSTITUTE OBJECTIVES

This two-day educational meeting will feature concurrent sessions on high-speed photographic instrumentation and industrial photographic production techniques.

Session A is intended for engineers concerned with the application of photo-optical instrumentation and will provide the background required to judge the accuracy, registration and information obtainable from each part of the measurement system.

A workshop will cover, in turn, lighting and exposure selection, material choice and experiment planning as part of the total information gathering system. Further special attention will be provided for the techniques of data reduction and analysis, and holography.

Session B for in-plant and free-lance industrial photographers, is an integrated course on the latest principles of modern still and motion picture photography and production techniques including such topics as lighting, materials, optics, cameras, production planning and execution, budgeting, and processing laboratory relations. Actual demonstrations will be given where it is feasible.



GENERAL INFORMATION

A registration fee of \$50.00 should accompany each application for enrollment. This fee will cover the cost of the course, materials, two lunches, break refreshments and the evening dinner on Thursday, but not the cost of a room.

Although those in attendance may attend portions of either session, *please* indicate a session of primary interest on the application blank.

Mr. William G. Hyzer's recent book, *Engineering and Scientific High-Speed Photography* by Macmillan (\$15.00), is a recommended text for Session A. A limited number will be available for purchase at the University Bookstore.

All sessions of the Institute will be held in the comfortable meeting rooms of the Wisconsin Center building located at 702 Langdon. Detailed maps of the campus and hotel information will be sent to registrants.

Visitor parking is limited. Areas assigned to University staff who pay parking fees do not permit visitor parking. Free daytime parking is available to registrants in Area 60 located west of the campus at the intersection of Walnut Street and Linden Drive. There is a University bus service (10¢) approximately every two or three minutes from this lot to within one block of The Wisconsin Center. Also, one block distant, between State Street and University Avenue, opposite the Extension Building, there is the four-deck municipal Lake Street ramp with metered public parking (up to 10 hours).

A certificate will be awarded to each person who is enrolled and who regularly attends all of the sessions.

John T. Quigley
Institute Director
Session A

Rolf G. Schuenzel
Institute Director
Session B